



COUNTY OF SAN DIEGO NEWS RELEASE

FOR IMMEDIATE RELEASE
June 20, 2006

COUNTY PEDESTRIANS TO SEE NEW CROSSWALK SIGNALS *"Countdown Signals" Show Remaining Time before Light Changes*

New traffic signals in Rancho San Diego are providing pedestrians with more information to enhance their safety at crosswalks.

A \$22,900 traffic safety grant paid for installation of twelve countdown pedestrian signals at three locations in Rancho San Diego and will pay for a study to evaluate their effectiveness. Funding is from a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration (NHTSA).

Children and elderly pedestrians account for a majority of pedestrian related injuries and fatalities. The NHTSA says a pedestrian is killed every 111 minutes and injured every eight minutes in traffic collisions in the United States. About 22 percent of all children killed in traffic collisions are pedestrians. Further studies show that pedestrians 70 years and older account for 16 percent of all pedestrian fatalities and 6 percent of all pedestrian injuries.

Countdown pedestrian signals provide better information to walkers attempting to cross a signalized intersection. They provide a visual clock indicating the remaining time available for pedestrians to complete their crossings. Two of the intersections in the program are near a middle school and a senior community. The third intersection is in an area used by equestrians and school children.

The units were installed at Via Rancho San Diego/Pedestrian Crossing, Avenida Apolinaria/Brabham Street and Central Avenue/Corral Canyon Road in early June. Studies will be completed by Dec. 31 to determine the benefits of the signals and to develop a policy for installation of countdown signals at additional locations throughout the County.

###